

BS00023

U.S. Application No. 09/751,809 Examiner Brown, Art Unit 2611  
Response to January 5, 2007 Office Action

**AMENDMENT TO THE CLAIMS**

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6. (Currently Amended) A method of formulating alternative programming, comprising:

releasing a plot via a website;

embedding alternative plots into channels;

receiving user votes ~~allowing users to vote~~ via the website for the alternative plots;

tabulating the votes; and

based on the tabulation, sending an instruction to switch to an alternate channel for a particular alternative plot.

7. (Previously Presented) The method of claim 6, wherein sending the instruction comprises sending the instruction to a transmission facility.
8. (Previously Presented) The method of claim 7, further comprising linking the website to the transmission facility such that the instruction is automatically sent based on the tabulated votes.
9. (Currently Amended) A system for ~~method of~~ formulating alternative programming, the system operative to comprising:

release a plot via a website;

embed alternative plots into channels;

BS00023

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receive user votes via the website for the alternative plots;  
tabulate the votes; and  
based on the tabulation, send an instruction to switch to an alternate channel for a  
particular alternative plot

~~releasing a plot via a website;~~  
~~releasing alternative endings for the plot at the website;~~  
~~allowing users to vote via the website for the alternative endings;~~  
~~tabulating the votes; and~~  
~~sending an instruction for a particular alternative ending, based on the tabulated~~  
~~votes.~~

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19. (Currently Amended) The system A method according to claim 9, further operative to send wherein sending the instruction comprises sending the instruction to a transmission facility.
20. (Currently Amended) The system A method according to claim 19, further operative to link comprising linking the website to the transmission facility such that the instruction is automatically sent based on the tabulated votes.

BS00023

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